

2019

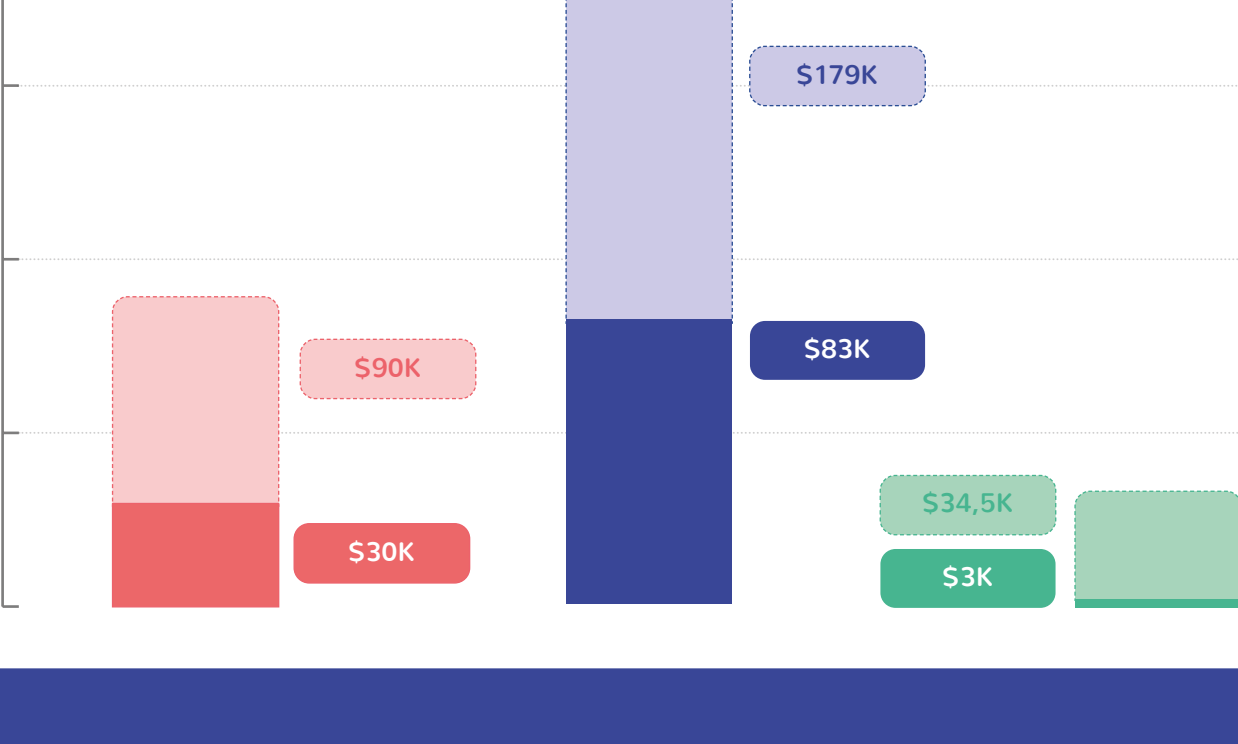
In-house vs Outsourced Email production

A comparison of time, costs and efficiency

Email Production Costs

	Outsourced (Agency/Freelancer)	In-house without an email design platform	In-house with Chamaileon
LABOR COSTS	Typically a \$100-\$150 / hour rate applies for highly skilled email designer and/or developer freelancers or specialist It typically takes 25-50 hours per month depending on how active the company is in email marketing.	Needs a designer and a developer in-house. Email developer average salary: \$63K Email designer average salary: \$58K Employment tax: +34% (without G&A and overhead)	No need for an extra designer if the company has one designer that supports the marketing Custom email designs are available on-demand for a one-off fee ranging from \$500 - \$1.5k .
TOOLING COST	It typically takes 25-50 hours per month depending on how active the company is in email marketing.	Litmus: \$1.2k- Email on Acid: \$0.7k- Adobe: \$0.6k- Sketch: \$0.01k Total tooling cost per year: \$5k - \$7k (1st year) \$2k (from 2nd year)	Chamaileon subscription: \$200 Pro Team plan (5 users, additional users cost \$40/user/month) Adobe: \$0.6k Total tooling cost per year: \$3k - 5 users \$5.4k - 10 users \$10.2k - 20 users \$12k+ - Enterprise plan
TRAINING COST	No extra training costs.	\$0k - \$10k / year / employee	\$0k - DIY \$2.5k One-time training that includes

Total costs



Brand Coherence

	Outsourced (Agency/Freelancer)	In-house without an email design platform	In-house with Chamaileon
DESIGN CUSTOMIZATION	Unlimited, but every customization has significant extra costs. (2-3x the usual hours)	Unlimited, but requires a high level of email HTML expertise, and creates a dependency on the email developer.	Flexible customization options built into the email editor interface.
ASSET MANAGEMENT	Shared Google Drive, Dropbox or similar Back and forth emailing	Google Drive Dropbox Private cloud In-house network	Shared, organized asset management built-in
BRANDING	Agency's/Freelancer's responsibility, but mistakes arise frequently due to human error.	Marketing employees can easily mess up the email HTML and cause branding and/or rendering issues.	Lockable design/content elements to make sure everything stays on brand.**

Time Requirements

	Outsourced (Agency/Freelancer)	In-house without an email design platform	In-house with Chamaileon
RENDERING TEST	Hours to days, when troubleshooting is required.	Hours to days, when troubleshooting is required.	Rendering tests are not required. Best software-generated email code in the market with guaranteed quality .
SUPPORT	Within a couple of days availability and limited experience. Solving issues might take days of testing and researching. (low availability, medium expertise, delayed solution)	Available anytime (9-to-5), solving issues may take 3rd party expert's involvement and days or weeks. (high availability, low expertise, prolonged solution)	Knowledge center with instant help, email and chat support by #email-geek experts. (medium availability, high expertise, quick solution)
MODIFICATIONS / UPDATES	Days to weeks	Days to weeks	Real-time modifications
BATCH CONTENT UPDATES	Weeks	Days to a few	Real-time updates through master blocks**
TIME TO MARKET	Weeks	Days to a few weeks depending on complexity	Hours to days regardless of design choices

Control & Workflow

	Outsourced (Agency/Freelancer)	In-house without an email design platform	In-house with Chamaileon
ROLES	Hard to control and track who asks for modifications from the agency/freelancer and what those modifications can cause.	Hard to control and oversee who does what. Folder-level access control for assets.	Folder-level access control for emails and assets. Designer, editor, reviewer, approver user roles.*
REVIEW & APPROVAL PROCESS	Email Slack Trello / Asana Time: days	Email Slack Trello / Asana Time: hours to days	Share link Unlimited test email sending Commenting* Approval workflow*
MODIFICATIONS HISTORY	Manual versioning required for all email HTMLs and belonging images that make it close	Manual versioning required for all email HTMLs and belonging images that make it close to impossible to track changes.	Detailed versioning, changelog, and replayable history.**

Resources

*Available soon in the Pro Team and Enterprise plans

**Available soon in the Enterprise plan

<https://neuvo.com/salary/?job=email%20developer>

<https://neuvo.com/salary/?job=email+designer>

<https://www.codementor.io/blog/cost-of-hiring-full-time-and-freelance-software-developers-1nqgg7b19d>

<https://chamaileon.io/compatibility/>

<https://litmus.com/ebooks/state-of-email-workflows>

<https://litmus.com/pricing>

<https://www.emailonacid.com/pricing/>

<https://www.sketch.com/pricing/>

http://pages.litmus.com//31032/2016-03-24/7b7y2c/31032/85892/Litmus_2016_State_of_Email_Production.pdf

<https://blog.edmdesigner.com/html-email-development-tools/>

<https://www.leemunroe.com/email-design-workflow/>

<https://coschedule.com/marketing-statistics/>

<https://media.coschedule.com/uploads/State-Of-Agile-Marketing-Report.pdf>

<https://s3.amazonaws.com/www-assets.invisionapp.com/The-New-Design-Frontier-from-InVision.pdf>